

TOWN OF EAST WINDSOR ECONOMIC DEVELOPMENT COMMISSION

**11 RYE STREET, P.O. BOX 389
BROAD BROOK, CT 06016**

Website: <http://www.eastwindsorct.com>

Special Meeting Minutes Monday, May 7, 2012

I. ESTABLISHMENT OF QUORUM

Members Present: Eric Moffett (arrived at 6:12 p.m.), Josh Kapelner, James Richards and Ryan Nilsson.

Also in Attendance: Laurie Whitten, Town Planner; Heidi Samokar, of Planimetrics

Vice Chairman Josh Kapelner called the meeting to order at 6:00 p.m. at the Town Hall Meeting Room, 11 Rye Street, Broad Brook, CT.

II. PUBLIC PARTICIPATION:

There was no public participation.

III. APPROVAL OF MINUTES:

MOTION: To approve the minutes of the April 23, 2012 Special Meeting as written.
Nilsson / Richards

In Favor: Nilsson; Richards; Kapelner

Opposed: No one

Abstain: No one

Mr. Richards suggested the Commission discuss Agenda items 2 and 3 under **GENERAL DISCUSSION** first as it would be beneficial to have Mr. Moffett's input regarding the Route 140 Stakeholders meeting.

IV. GENERAL DISCUSSION

CERC Listings: Process/Prioritization/Promotion:

Ms. Whitten reported that although East Windsor signed up for membership in February the membership status (new) was misunderstood by CERC. As a result the membership start date has been amended to 5/1/2012.

Ms. Whitten provided the Commission with a Google listing of existing real estate offerings. She suggested the Commission must set priorities/policies for the selection process for listing available real estate. Ms. Whitten noted the owner's signature must be acquired as approval for listing a property. At her request members reviewed the list and chose 5 properties.

Discussion followed regarding access (one or multiple users), website training, consideration for selection process (strategic/key sites for revitalization, viable listings), and acquisition of MLS listings as a basis for real estate listings. The Commission's intent is to list a property for a 6 month period.

Mr. Richards suggested the Commission carry the CERC Listings as a monthly Agenda item.

LET THE RECORD SHOW Mr. Moffett arrived at 6:12 p.m., and took over the Chair of the Meeting.

Discussion on Route 140 Stakeholders Meeting (with Heidi Samokar from Planimetrics)

Ms. Samokar suggested two things must happen for the meeting to be a success: stakeholders must attend, and the Commission must walk out of the meeting understanding what it is they need to know to encourage development. Ms. Samokar suggested the Commission consider the following questions when developing the guest list: 1) what is it the Commission wants to learn from this meeting; 2) what does the Commission want to do over the next year based on what is learned at the meeting; 3) who should be invited; 4) what should the Agenda items be?

Mr. Moffett suggested the Commission must determine the shareholders goals – sale or property retention? Are the property owners willing to work together? Will multiple property owners be willing to join together to develop a singular vision for the area, or do the property owners have individual visions based on their own needs or preferences? Are landowners willing to develop properties on their own?

Mr. Kapelner spoke to development based on an aesthetic image. He offered as an example The Mansions, noting that development is attractive and promotes an image East Windsor should emulate. Mr. Kapelner suggested he would seek to learn what kind of investment are stakeholders willing to put into something they want to develop?

Mr. Nilsson suggested he is interested in learning what is the vision each property owner has for the development of his property? What are the problems the property owners see with the Town's image/vision?

Mr. Richards suggested he wants to learn what the property owners see coming into the area. What do they see as obstacles – the size of the parcel, the environmental

constraints, etc. What does the property owner expect to get out of development? He noted farmers may not want to see development at this time; they may want to pass that decision on to future generations. What does a property owner get out of the Town for development? How will property values be affected by proposed development?

Ms. Samokar felt people will speak the most about barriers, such as the lack of water and utilities at present. Is there something the Town can do to help, such as seek grants to assist with wetlands delineation? Will a developer be willing to invest in installation of water, gas, and utilities?

Discussion continued regarding marketing options once the Commission determines the direction stakeholders envision with regard to development. Mr. Moffett suggested creating a webpage specific to development of the Route 140 business corridor. The Town must consider increasing the Commission's budget to enable effective marketing.

Discussion turned to potential guests. Suggestions included: EDC, BOS, PZC, Chamber of Commerce, State legislators, Tom Morano of NU, Connecticut Water, and Yankee Gas. Letters will be sent to all stakeholders, followed by personal calls. The meeting will be moderated by Ms. Samokar. The Commission agreed to hold the meeting at The Golden Gavel on Wednesday, June 13th. A meet & greet will be held from 6:00 to 6:20; the meeting will begin at 6:20 and run for approximately 2 hours. The food will be provided by Golden Irene's. Ms. Samokar will work with Ms. Whitten regarding development of the invitational letter.

Economic Development Issues

Mr. Moffett is working on the following letters: 1) BOS regarding removal of a member due to lack of attendance; and 2) a letter to the school system.

Mr. Kapelner spoke of the impending referendum and the effect of each component of the budget on passage or failure.

V. ADJOURNMENT

MOTION: To adjourn. Moffett / Nilsson / Unanimous

The meeting was adjourned at 7:50 p.m.

Respectfully submitted,

Peg Hoffman
Substitute Recording Secretary